## **ORDER**

Orders Order / Rev: 714272 Alt Order #: 06318866 OBAMA SCHED A. Product Desc: 1798 Estimate: 09/18/12 - 09/24/12 Flight Dates: Primary AE: Aaron Ashe Original Date / Rev: 09/17/12 / 09/17/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** K Keuleman Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

**Totals** 

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spot
09/17/12	09/23/12	42	\$51,700.00	\$43,945.00	September 2012	
09/24/12	09/30/12	12	\$13,350.00	\$11,347.50	Totals	ţ

I/	/iontn	# Spots	Gross Amount	Net Amount	Rating
S	September 2012	54	\$65,050.00	\$55,292.50	0.00
Ŧ	otals	54	\$65,050.00	\$55,292.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 1 WTSP 09/18/12 09/24/12	LN (M-F)	CM	M-F 11-1135	р МГЖГ	:30	4 \$2,000.00 P-3	0.00 NM	4	\$8,000.00
	LN (M-F)								
10 NEWS-11PM			_						
Start Date End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating			I		
Week: 09/18/12 09/24/12		4	\$2,000.00	0.00					
E 2 WTSP 09/18/12 09/24/12	Letterman	CM	1135p-1237a	MTWTF	:30	4 \$700.00 P-3	0.00 NM	4	\$2,800.00
DAVID LETTERMAN	Late Night with D	avid Letterma	n						
Start Date End Date	Modedovo	Cnoto/Mook	Data	Dating			1		
Week: 09/18/12 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week 4	Rate \$700.00	Rating 0.00					
E 3 WTSP 09/18/12 09/24/12	Price Is Right	CM	-	MTWTF	:30	3 \$900.00 P-3	0.00 NM	3	\$2,700.00
E 3 WTSP 09/18/12 09/24/12	Price Is Right	Civi	11a-12p	WII WI F	.30	3 \$900.00P-3	0.00 INIVI	3	\$2,700.00
THE PRICE IS RIGHT	File is Night								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating			i		
Week: 09/18/12 09/24/12	MTWTF	3	\$900.00	0.00			i		
E 4 WTSP 09/18/12 09/24/12	Late Late Show	CM	1237-137a	MTWTF	:30	4 \$350.00 P-3	0.00 NM	4	\$1,400.00
	Late Late Show	-				,			* ,
THE LATE LATE SHOW							- 1		
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/18/12 09/24/12	MTWTF	4	\$350.00	0.00					
E 5 WTSP 09/18/12 09/24/12	M-F 12-1230p	CM	12-1230p	MTWTF	:30	3 \$900.00 P-3	0.00 NM	3	\$2,700.00
	10 News @ Noor	1							
10 NEWS-NOON									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/18/12 09/24/12	MTWTF	3	\$900.00	0.00					

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WTSP-TV

Order / Rev: 714272

Advertiser: Obama/D/President

Alt Order #: 06318866 Product Desc: OBAMA SCHED A.

Flight Dates: 09/18/12 - 09/24/12 1798

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 6 WTSP	09/18/1	2 09/24/12	M-F 2-3p	CM	2-3p	MTWTF	:30	2	\$600.00 P-3	0.00 NM	2	\$1,200.00
THE TA	LV		The Talk									
THE TA	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/24/12	MTWTF	2	\$600.00	0.00						
E 7 WTSP			M-F 4-5p	CM	4-5p	MTWTF	:30	3	\$800.00 P-3	0.00 NM	3	\$2,400.00
			Dr. Phil						***************************************			<del>+=</del> ,
DR. PH	IL											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/24/12	МГWГF	3	\$800.00	0.00					_	
E 8 WTSP	09/18/1	2 09/24/12		CM	5-530p	MTWTF	:30	2	\$550.00 P-3	0.00 NM	2	\$1,100.00
10 NEW	/S-5PM N	VEWS	5-530p 10 News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/24/12	МГШГБ	2	\$550.00	0.00						
E 9 WTSP	09/18/1	2 09/24/12	M-F 530-6p	СМ	530-6p	MTWTF	:30	2	\$550.00 P-3	0.00 NM	2	\$1,100.00
			10 News at 530p									
	/S-530P											
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate CEEO OO	Rating						
Week: 09/		09/24/12		2	\$550.00	0.00 MTWTF	.20		\$1,000,00 B 2	0.00 NM	2	92 000 00
E10 WTSP	09/16/1	2 09/24/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MII WIF	:30	2	\$1,000.00 P-3	0.00 NM		\$2,000.00
10 NEW	/S-NEWS	S AT 6P	o obop to News									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ĺ	
Week: 09/	18/12	09/24/12	МГWГF	2	\$1,000.00	0.00					1	
E11 WTSP	09/18/1	2 09/24/12	M-F 6-7a	CM	6-7a	MTWTF	:30	1	\$350.00 P-3	0.00 NM	1	\$350.00
40 11514	10 0 1 1 1		6-7a 10 News									
10 NEW		E. J.D.	M/a alada sa	0	Data	Daria						
Sta Week: 09/	rt Date	End Date 09/24/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$350.00	Rating 0.00						
E 13 WTSP			7-730p	CM	7-730p	MTWTF	:30	1	\$2,600.00 P-3	0.00 NM	4	\$10,400.00
L 13 WTOI	03/10/1	2 03/24/12	Wheel of Fortune		7-730p	MIWII	.50	7	Ψ2,000.001 3	0.00 14101	_	ψ10,400.00
INSIDE	EDITION	١									ĺ	
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	18/12	09/24/12	МГЖГБ	4	\$2,600.00	0.00						
E14 WTSP	09/18/1	2 09/24/12	CBS This Morning	-	7-9a	MTWTF	:30	2	\$400.00 P-3	0.00 NM	2	\$800.00
CDC TL	IIS MOR	NINC	CBS This Mornin	g	(7:00 AM-8:0	0 AM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/24/12	MTWTF	2	\$400.00	0.00					ĺ	
E 15 WTSP			730-8p	CM	730-8p	MTWTF	:30	3	\$3,000.00 P-3	0.00 NM	3	\$9,000.00
			Jeopardy						<b>,</b>			**,******
MILLIO	NAIRE										1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/24/12	MTWTF		\$3,000.00	0.00						
E16 WTSP	09/18/1	2 09/24/12	CBS This Morning		7-9a	MTWTF	:30	2	\$400.00 P-3	0.00 NM	2	\$800.00
CBS TE	IIS MOR	NING	CBS This Mornin	g	(8:00 AM-9:0	U AIVI)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/24/12	MTWTF	2	\$400.00	0.00						
E 17 WTSP	09/18/1	2 09/24/12	M-F 9-930a 10 Ne	ews, 9a@iM	9-9:30A	MTWTF	:30	3	\$200.00 P-3	0.00 NM	3	\$600.00
			10 News, 9am									
	/S EFF.											
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 3	Rate	Rating						
Week: 09/ E18 WTSP		09/24/12		CM	\$200.00 Sa 11-1135p	0.00	:30	1	\$1,400.00 P-3	0.00 NM	1	\$1,400.00
L 10 WISP	U3/ZZ/ I	∠ U3/∠∠/ I∠	Liv (Sa) Late News (Sa)	Civi	Ja 11-1133p	3-	.30	ı	ψ1,400.00 F-3	U.UU INIVI	'	φ1,400.00
10 NEW	/S-11P S	SA	_a.o . 10113 (Oa)								1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 09/	17/12	09/23/12	S-	1	\$1,400.00	0.00					1	
E 20 WTSP	09/22/1	2 09/22/12		CM	Sat 7-730p	S-	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00

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Totals

54

\$65,050.00

WTSP-TV

Order / Rev: 714272

Advertiser:

Obama/D/President

Alt Order #: Flight Dates: 06318866

09/18/12 - 09/24/12

Product Desc: OBAMA SCHED A.

Estimate:

1798

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
			Sat 7-730p Wheel of Fortune	<u> </u>								
INSIDE	EDITIO	N	vviieei oi i oitane	•								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	S-	1	\$800.00	0.00						
E 21 WTSP	09/22/1	2 09/22/12	Sat 8-10a	CM	Sat 8-10a	S-	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
CBS TI	HIS MOR	NING - SAT	CBS This Mornin	g Saturday								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/17/12	09/23/12	S-	1	\$300.00	0.00						
E 22 WTSP	09/23/1	2 09/23/12	Face the Nation	CM	Sun 1030-11	130aS	:30	2	\$1,000.00 P-3	0.00 NM	2	\$2,000.00
EACE :	THE NAT	'ION	Face the Nation									
	i⊓⊏ NA i art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	S	2		0.00						
E 23 WTSP	09/23/1	2 09/23/12	LN (Su)	СМ	Su 11-1135p	S	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
			Late News (Su)									
-	NS-11P S											
<u>Sta</u> Week: 09	art Date	End Date 09/23/12	Weekdays S	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
E 24 WTSP			CBS Sunday Mor		Sun 9-1030a		:30	2	\$1,000.00 P-3	0.00 NM	2	\$2,000.00
224 W101	00/20/1	12 00/20/12	CBS Sunday Mo	•	Out 0 10000	. 5	.00	_	Ψ1,000.001 0	0.00 14101	_	Ψ2,000.00
CBS S	UNDAY N	MORNING	•	· ·								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/23/12	S		\$1,000.00	0.00				0.00.104		
E 25 WTSP	09/19/1	2 09/19/12	Wed Prime C Big Brother (Sea	CM	Wed 930-11	pW	:30	1	\$9,000.00 P-3	0.00 NM	1	\$9,000.00
CSI			big brother (Sea	son Finale)								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09	/17/12	09/23/12	W	1	\$9,000.00	0.00						
N26 WTSP	09/24/1	2 09/24/12	CBS This Morning	-	7-9a	M	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
<b>a</b> .		E 15:	CBS This Mornin	J	Б.,	D. ()						
Sta Week: 09	art Date	End Date 09/30/12	<u>Weekdays</u> M	Spots/Week	Rate \$400.00	Rating 0.00						
vveek. 09	1/24/12	09/30/12	141		φ400.00	0.00						